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INDEX

# MASTODON

Bears in 90 Days, and 10 Months Out of 18



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**MASTODON**  
18 Berries per Quart

**KEITH**  
**BROS. NURSERY**



B. H. Keith  
"BUD"



B. W. Keith  
"BERT"

Sawyer, Michigan

Worlds Largest Growers of Mastodon Strawberries

**FOLKS, Here are some REAL Berries. They are**

# **MASTODON**



## **Just as Juicy, Sweet and Firm as They are Big**

### **Sure! Everybody Likes Strawberries Like These**

Just think of it—

Handfulls of big sweet berries right from your own garden,—right where you can pick and eat the great big fellows every time you step into your garden.

Handfulls, yes, dishfulls of them for your breakfast, dinner and supper all Summer and Fall, and next Spring, too.



Mastodon can't be beat for an all 'round home berry.

Mastodon make the best of Preserves, Jellies or Jams. They retain their rich color, shape and flavor after cooking. And they are fine for Jello. We use no other strawberry at the Keith home. Mrs. Keith finds them best all "round" berry for home use.

### **Now You'll Want Some Everbearing Strawberries.**

Just bite into a big, juicy Mastodon and you will say "Aren't they fine," while the red deliciously strawberry-flavored juice will drip off your chin, (if you are not careful).

One berry is "A mouthful—and then some."

They are so big that,—

- 18 Berries fill a quart box**
- 5 Berries (end to end) measure 8 inches**
- 3 Berries weigh 2 ounces**
- 1 Berry measures 5 inches around**

—And everyone finds them just as toothsome as they are big. Mastodon's big, beautiful berries are a real surprise for all.

Mrs. E. Jones of Norristown, Pa., wrote us "They are wonderful, so sweet and delicious and very large."

And down in Ohio, Mr. Cecil Pemberton states "Mastodon are big, luscious yellows and all you claim for them."

And up at St. Cloud, Wis., Mr. Fred Driefuerst finds them "Sure fine and large and admired by everybody."

This same delicious flavor and size is experienced by thousands.

### **Here's a Treat For You.**

These big, juicy, delicious berries right from your own garden three times a day all Summer, Fall and Spring. Every day you will find them more appetizing and better flavored than any strawberry you can buy. There is no fruit more delicious than the big, glossy, red Mastodon.

Here is a treat for you, easily possible and almost costless, all for the cost of a few berries you buy every Spring, you can have fresh ripe berries, and lots of them all Summer and Fall, also the following Spring, when you set Keith's Mastodon plants.

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**DELICIOUS MASTODON BERRIES ALL SUMMER, FALL AND SPRING**

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# Shortcake — Summer--Fall--Winter--Spring



Picture of  
our annual  
**ARMISTICE  
DAY  
SHORTCAKE**

We had fresh  
Mastodon Berries  
as late as  
Nov. 15th, this  
year.

## Now You Can Have 'em Like Mother Use to Make

Shortcakes, with oodles of sweet, ripe strawberries all dripping with the richest, red strawberry juice, are yours. You don't have to eat those skimpy "Hotel" kind of shortcakes when you grow a few Mastodon plants,—you can then have REAL ones,

### Like Mother Used to Make

There's nothing like those Strawberry cakes,  
The kind your Mother use to make,  
From luscious berries, rich and red,  
Freshly picked from her strawberry bed.

Shortcakes like those can be had today,  
Luscious, sweet in the same old way,  
Strawberry rich with Mastodon red,  
Every day, too, from your strawberry bed.

There's nothing to match a good shortcake,  
The kind delicious Mastodon make,  
With their richest juice, wonderfully sweet,  
For Mastodon berries can't be beat.

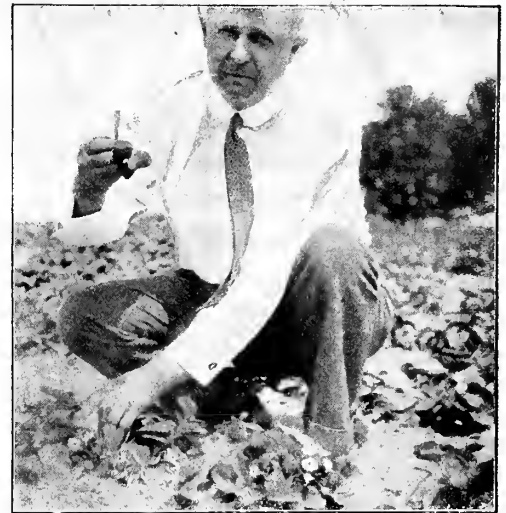
And a dish of those beautiful, big, bright berries, with cream all over the top, will get your eye and appetite for breakfast, dinner or supper every time—and you can have a dish FULL too.

You can also make wonderful Preserves, Jellies, or Jams from Mastodon. They retain their form, flavor and color so well after cooking. Mastodon berries are the kind used at the Keith home. Mrs. Keith finds them the best all 'round berry for home use. So do thousands of other housewives who have used them.



"Gentlemen:— Those Mastodon berries which Mrs. Petty and I brought home were most delicious. After keeping most of them in our ice box for two days, Mrs. Petty made them into the finest shortcake anyone could wish. I am sure that there is no better all 'round berry than the Mastodon."

Fred L. Petty,  
Dinner Bell Program  
Radio Sta. WLS Chicago  
(See picture at right)



FRED L. PETTY, of WLS, Chicago



### A WONDERFUL BERRY

Dear Sirs:—Mastodon is a wonderful berry. I have plenty of berries large as walnuts and we picked lots of berries after this picture was taken, Nov. 9th. Want a large number of plants next (this) Spring."

E. E. Bush,  
Marion, O.  
(See picture at right)



E. E. BUSH, Marion, O. (on right).

**MASTODON WAY—A JUICY RED SHORTCAKE EVERY DAY**



# Mastodon Bears Ten Nothing Stops 'em Begin Bearing 90

**Continue All First**

**Then Next**

**Summer**

## When They Bear

The pictures at the left and the calendar at the right give you a picture of when Mastodon plants bear their crops of big berries. The red months on the calendar show the months when you can have ripe Mastodon berries,—10 months out of 18.

Note the pictures at the left.—Plants set in the spring begin to ripen their berries in July (90 to 100 days after plants are set). Plenty of ripe berries can be had from that time until freezing, winter weather. This is November with us here in Southwestern Michigan. Where the winters are mild such as in Southern California, Mastodon bears all winter. Nothing stops them except cold, freezing weather.

Then winter comes on and the plants lie dormant until next spring, when these same plants that fruited so heavily all the Summer and Fall before will produce their second crop (See Calendar). This Spring crop will be as large, and the berries as big, as crops from any of the common strawberries and comes on early with Premier or Dunlap. Thus the Mastodon bears two crops of berries in the same time you get only one from common strawberries.

After the Spring crop has been harvested, the plants will take a 4 to 6 weeks' rest and then begin to send out blossoms for a third crop, beginning in August and lasting until winter weather. This makes three crops of berries in 18 months after you set the plants, and you will be picking berries 10 months out of those 18.

The same planting will produce paying crops the third Spring, Summer and Fall if given proper care. We have a Mastodon row in our garden (See top page 6) which was planted in the Spring of 1925. It produces good yields that Summer and Fall, also the Spring, Summer and Fall of 1926 and in Spring of 1927.



Plant in the Spring



Picking in August



Picking in September



Picking in October



**PICKING THE NEXT SPRING**  
We picked from this 1/4 of an acre \$639 of Mastodon berries in the Spring. The same rows fruited heavily the Summer and Fall before.

# Months in Eighteen

## Except Freezing Weather

## Days After Planting

**Summer and Fall**

**Spring,**

**and Fall**

### \$100 from 1000 Plants

(Top Picture)

Gentlemen:—Have had fine success with the 1000 Mastodon plants. My first picking was July 15th, and my last Nov. 17. I picked and sold over 400 quarts at 25c. Not so bad for a small patch.

J. M. BURLEW,  
Concord, Mich.

### Better Than 5 Other Varieties

(2nd Picture)

Dear Sirs:—The 500 Mastodon made a wonderful growth in spite of the unfavorable weather, stood the wet cloudy weather better than five standard everbearers, and berries took 1st and 2nd prizes at County Fair. We still have berries for our table, Nov. 5th.

W. H. STOUT,  
Champlin, Minn.

### Berries Since Aug. 1st

(3rd Picture)

Dear Sirs:—Set my 25 Mastodon last of May and began to pick berries Aug. 1st, and have had berries continually since, and the plants have lots of blossoms and green berries on them yet. One plant had 50 berries and some blossoms at one time.

MR. AND MRS. EMIL ERICKSON,  
Kankakee, Ill.

### Lots of Shortcakes

(4th Picture)

Dear Sirs:—Mastodon behaved splendidly. Have had lots of shortcakes. We have had snow but there are berries and blossoms yet (Nov. 9th).

A. A. RUTHRAUFF,  
Taylorville, Ill.

### Great Size, Good Flavor

(5th Picture)

Keith Bros.:—Mastodon grew fine. Berries are great size and good flavor. Mastodon is THE berry. Get a nickle more a quart for them than my Champion.

W. J. DORNAN,  
W. Alexander, Pa.

### 100 Plants Yield Gal. Per Week

Gentlemen:—Those 100 Mastodon plants have averaged a gallon a week since July 18th. It's now Nov. 14th.

C. R. PAINTER,  
Avollo, Pa.



J. M. BURLEW  
Concord, Mich.



W. H. STOUT  
Champlin, Minn.



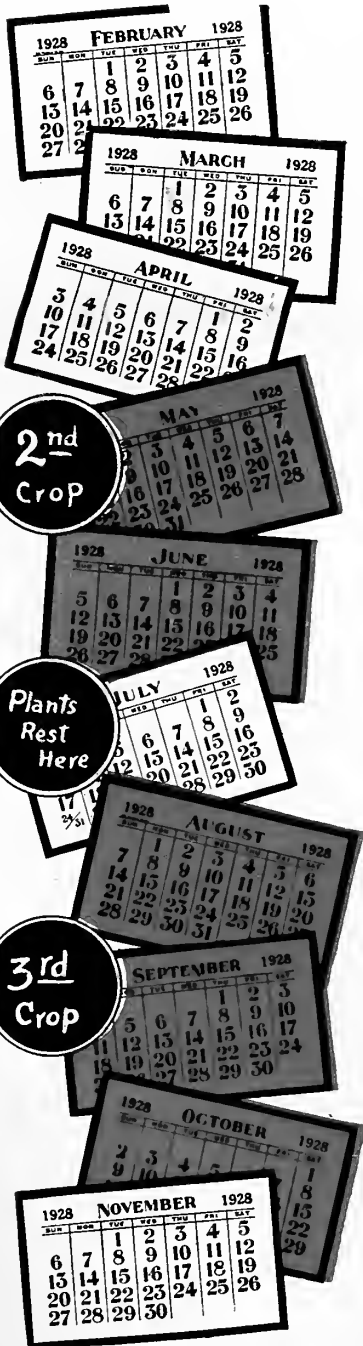
MRS. EMIL ERICKSON  
Kankakee, Ill.



A. A. RUTHRAUFF  
Taylorville, Ill.



W. J. DORNAN  
W. Alexander, Pa.



# 200 Plants Supply Family with Berries

It don't take many of Keith's Mastodon plants to supply the family with lots of berries. Just a few, set this Spring, will keep you in big, fresh berries all this coming Summer and Fall, also next Spring, Summer and Fall (Read on page 4 "WHEN THEY BEAR.")

One planting will last two or more years, depending on how well you care for the plants. Surely, you will avail yourself of this wonderful opportunity to have lots of fresh strawberries all during the Summer and Fall and Spring for two years. This is something new and unusual with strawberries. Mastodon will do it, and the plants need no special soil or care,—just plant and grow them like any strawberry.

Never before was there such a strawberry as the **MASTODON**.



Partial view of a Mastodon bed that amply supplied a family of six. Three quarts at one time!

#### BERRIES TWICE A WEEK

Gentlemen:—Having berries twice a week. Mastodon has the finest flavor of any everbearer, and of a very good size. They are a wonderful berry.

CLARE MASTERS, Coldwater, Mich.

#### 5 QTS. PER WEEK FROM SMALL BED

Boys:—We are getting about five quarts a week from our small Mastodon bed. Shortcake every other day for supper this time of year (Oct. 12th) is wonderful.

C. E. WALTERMIER, Noble, O.

#### BEAR ALL SUMMER

Gentlemen:—Set my Mastodon in April and began to pick berries in July and have been picking them to date (Oct. 8th). One stock had 44 berries on it.

ISRAEL FESSLER, Wyomissing, Pa.

## MASTODON—A Great Commercial Success

Strawberry growers, gardeners, in fact everybody, has been wishing for an everbearing strawberry which would produce profitable crops of large, well-flavored berries, which would hold their size to the end of the season, and a berry which would grow as well under commercial culture as in gardens. Now comes the

Mastodon which places the growing of everbearing strawberries on a profitable scale.



6 Mastodon about natural size, reproduced from photographs taken of 6 typical Mastodon berries

### Revolutionizes the Strawberry Business

This new variety makes it possible for you to have ripe strawberries to sell on the market, not only in the Spring, but all Summer and Fall also. Why be content with the one-crop varieties when you can grow Mastodon and have berries to sell all Summer and Fall and Spring too, all from one planting? And the Summer and Fall berries are the ones that bring the money.

#### \$6.00 for 16-qt. Crate

Our Chicago Commission Merchant wrote us—

"Gentlemen:—Never handled any everbearers with so much satisfaction. Mastodon bringing a good price, \$6.00 per crate (16 qts.)."

#### 30 Pints Bring \$6.00

One of our western customers wrote us Oct. 20th—

"Gents:—We are now getting \$6 a crate (30 pints) for Mastodon and expect to get \$15 later on."

#### \$1,100 Per Acre

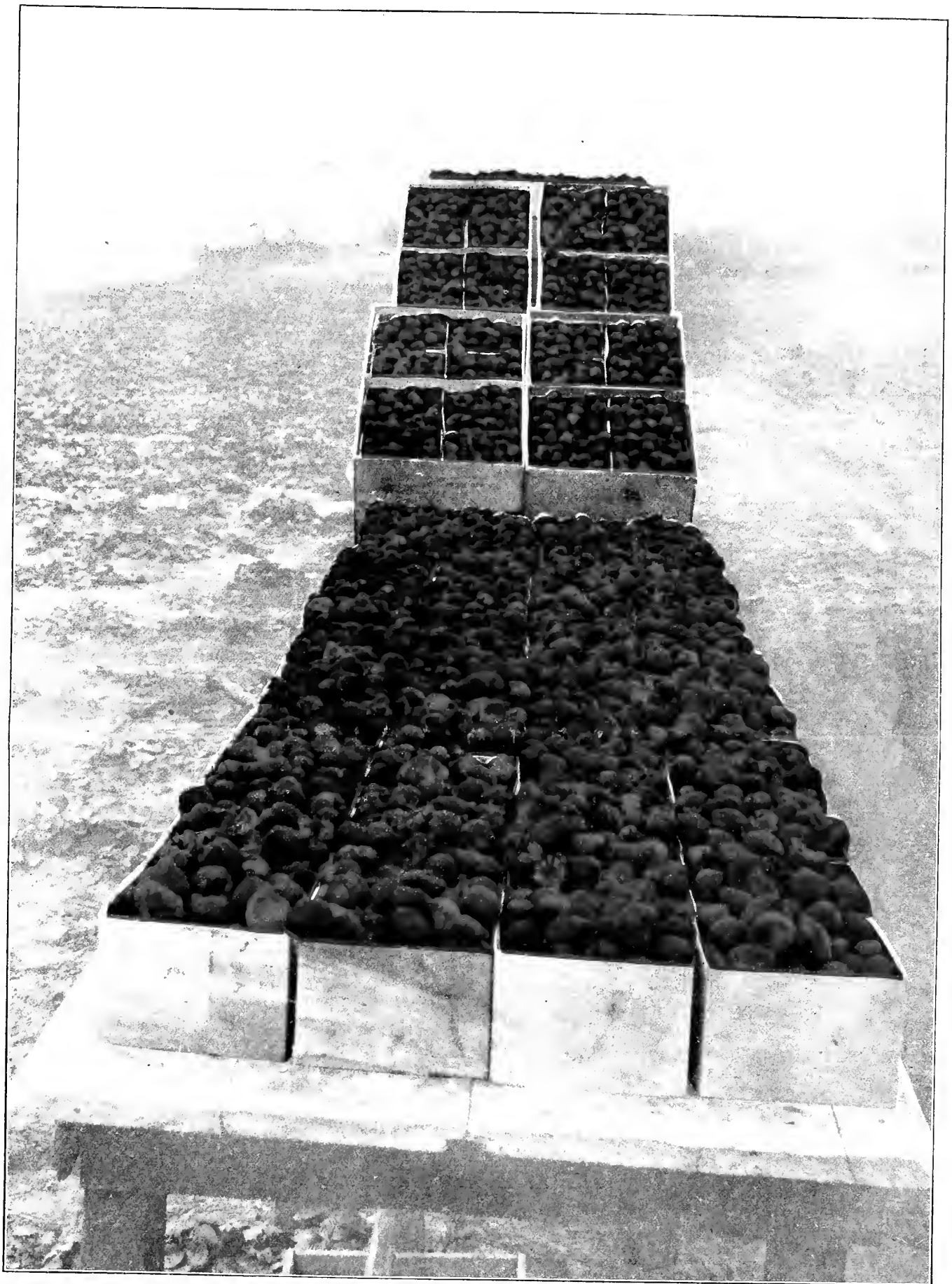
And from Concord, Michigan, Mr. Burlew picked 400 quarts last Summer from 1000 Mastodon plants set last Spring and sold them for \$100. An acre would have brought him \$1,100.

#### \$956.70 Per Acre in the Spring

Here's what Mastodon did for us last Spring (1927)—

From  $\frac{3}{4}$  of an acre that fruited heavily all the Summer and Fall before (1926), we picked and sold to buyers 5,300 quarts, bringing us \$639.00. This yield ran above yields of any of the common Spring varieties fruited in this great berry section. This goes to show that Mastodon is a good profitable Spring variety, enabling you to get two crops of fine berries in the same time you have been getting but one with common strawberries. (Read page 4 "When They Bear").





## **MASTODON—The Berry For Commercial Purposes**

These are not apples, just a few of the Mastodon berries we picked on Nov. 1st. On that date we picked 1024 quarts of fine large berries like those shown above from 3 acres,—a small part of the field shown in the background, also at the top of pages 8 and 9.



*Friends, here you see the largest field of*

You also get a glimpse of the "Strawberry Twins" Bert and Bud, who have made this large field of Mastodon possible. Two years ago this land was in brush and trees (See small pictures at left and right). By their "Man-Power," "Dynamite" and "Gas" it was made suitable for the growing of a fine lot of Mastodon plants for you and others. There are millions of them—so full of "pep" that they start fruiting for you in 90 days.

## The Real Secret of Our Success Man Power

- 1** Every year we go to a great expense in clearing new land so we can grow the very best plants for you. Man-power, Dynamite and Gas all mixed with our untiring determination makes possible Keith Bros. famous New-Land Strawberry plants.

This wooded land shown in the picture at the left (also top next page) was cleared, plowed, worked down and set to plants last Spring. Now we have millions of the very best plants for you, grown in this virgin soil.

## Dynamite

- 2** Many of the tree stumps are too large to "grub" by hand. These are blown out by dynamite. It takes stumps, roots and all out when it goes off. Dynamite enables us to plow and get our New-Land in the best of condition for setting and growing excellent, dependable plants.

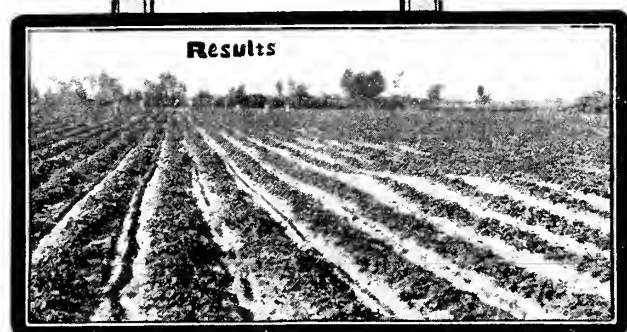
## Gas Power

- 3** "Henry" is the "iron horse" who does it. When he get through with a piece of new land it's in the best of shape to set the plants. Without this tractor we would not have been able to get 30 acres ready to set out to Mastodon everbearing plants last spring.

## Results

- 4** The outcome of all this hard work is an ideal soil in which to grow ideal strawberry plants for our thousands of satisfied customers. From the time the young plants first take root, they have access to all the natural plant foods they need, consequently they grow to be the strongest, most vigorous, healthy plants Mother Earth can produce. Why run a risk by buying any other?

Now, we know you will understand why Keith's New-Land plants are the best for you to buy, and why they can bring you the best of success!



Mastodon Plants Growing in Our New-Land Soil



## Mastodon in the world--over 30 acres

This large field was set to Mastodon last Spring, April 1927. The plants were given the best possible care all Summer, and, although the soil was very rich in natural plant foods (a virgin soil), we used a high-grade fertilizer along the rows in order that we might grow for our customers the best plants possible, and we believe we've got 'em. They made all this wonderful growth in one season.

## The Real Secret of Your Success New-Land Soil

- 1 The natural home of the Strawberry is in New-Land soil. Recall when you were a boy how you used to gather sweet "wild" strawberries growing along the edge of woodlands? We have taken advantage of this fact and grow our plant in New-Land soils which contains all their original plant foods of decaying leaves, stems, twigs, etc.

## Best Cultural Methods

- 2 The preparation of our New-Land soil is not the whole game. The planting, hoeing, cultivation, fertilizing, etc., which follow are very important, also. The picture at the right shows a "gang" of girls (would you think it?), who are kept busy most of the growing season keeping the weeds down and the soil well stirred about the young plants.

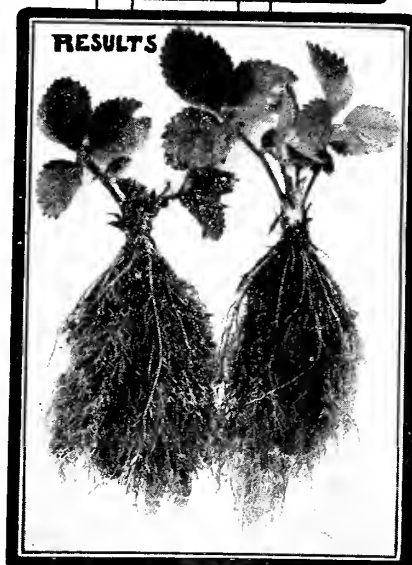
## Vigorous, Healthy Plants

- 3 It won't take any more of your time to set out and care for Keith's dependable New-Land plants than it will inferior cheaper sorts. It will cost you just as much to prepare your soil, set and care for poor plants as it will our good, strong ones.

No hanging around half the summer waiting for Keith's plants to get rooted and established. They get busy QUICK. They have the "pep" in them to do it.

Your plants are the smallest cost item in growing strawberries. Why make the common mistake of trying to save on their cost and sacrifice the quality and productiveness of Keith's high grade New-Land plants? "Cheap plants are a poor buy at any price."

Keith's New-Land Plants will produce a much better growth for you than plants grown on soils that have been cropped for years. They are filled with the "pep" that will make them boom after you set them. They have the "stuff" in them to make good in any soil.



### THE BEST EVERBEARER

"Gentlemen:—  
Mastodon is the best everbearer I ever had. Still full of fruit. They are all you claim."

W. D. BARNETT  
Waynetown, Ind.

Plants like these bring you the best success



# See The Success Other People Have Had With The Mastodon

It's a pleasure for us to read of the wonderful successes our Mastodon plants are bringing our customers in all parts of the country. It certainly shows that Mastodon is a dependable everbearer, and makes good wherever strawberries can be grown. Just hear what others have to say about Mastodon.

(We have letters on file for all these testimonials)

## DRY WEATHER DON'T AFFECT THEM

Dear Sirs:—For a month and a half we did not get any rain, but the Mastodon done real good. They were still full on green and ripe berries in Nov. when it froze up.

GEO. LOVE,  
Roscoe, Ill.

## PICKING MASTODON

NOV. 6th

Gentlemen:—Have enjoyed your Mastodon very much. Still picking berries Nov. 6 as shown in the picture.

H. C. WARNOM,  
Hampton, Va.

## WONDERFUL IN WISCONSIN

Gentlemen:—Mastodon are a wonderful berry. Commenced bearing Aug. 1st and are still at it, Oct. 25.

O. B. LINDER,  
New Holstein, Wls.

## 2 QTS. PER DAY ALL SUMMER

Gentlemen:—From the 100 Mastodon plants set May 20, I have picked 2 qts. per day since Aug. 15th. Picked last berries Nov. 2nd. Froze up the 3rd.

W. H. WHITING,  
Wellsboro, Pa.

## BEST I EVER RECEIVED

Sirs:—Mastodon were the best I ever received from any grower. Been handicapped for want of rain, but have borne and been very satisfactory.

MRS. J. M. WEISSERT,  
Mentone, Ind.

## CHICKENS LIKE MASTODON TOO

Keith Bros:—Mastodon is very nice and a good bearer. Have had several good meals and could have had more if the chickens hadn't enjoyed fresh fruit also.

MRS. D. C. LOVE,  
Coldwater, Mich.

## 300 SUPPLIED FAMILY OF EIGHT

Gents:—Set Mastodon plants in May, picked first berries in August. The 300 plants supplied our family of eight and we sold a lot besides. Had our last berries on Nov. 6th.

J. B. KURTZ,  
Smithville, Ohio.

## BUGS WON HERE

Dear Sirs:—Everyone says they never saw such plants as the Mastodon. Lots of berries but a little bug began to eat them before they got ripe.

C. C. BUTLER,  
Alanson, Mich.

**BERRIES ARMISTICE DAY**  
Gentlemen:—Mastodon coming so late in the year (Armistice Day), our pleasure was increased by an element of surprise because of the high quality of the berries.

J. D. OLIVER,  
Ollver Chilled Plow Works,  
South Bend, Ind.

## ALL YOU CLAIM

Gentlemen:—Your Mastodon berry is all you claim it to be.

DR. N. W. EMERSON,  
Duxbury, Mass.

## BEST IN 20 YEARS

Gentlemen:—Been growing strawberries for 20 years and find nothing like your Mastodon.

W. P. WARE,  
Reldsville, N. C.

## STANDS IOWA WEATHER

Dear Sirs:—Dry weather didn't give my Mastodon a chance, but since rains have come they have borne abundantly. Still getting berries Oct. 10th.

H. F. LUICK,  
Belmond, Iowa.

## DOING FINE IN COLORADO

Gentlemen:—Mastodon are doing fine here. Everybody says they never saw such fine berries.

MARY F. HOLMBERG,  
Greely, Colo.

## WONDERFUL IN CALIFORNIA

Kind Friends:—Mastodon is a wonderful berry for Calif. Bears nearly the whole year 'round.

R. R. PEMBER,  
Anaheim, Calif.

## 4 BERRIES MEASURE 6 INCHES

Dear Sirs:—Set Mastodon plants May 19th, began picking berries middle of Aug. Berries very large. We had 4 berries that measured 6 inches end to end.

MRS. J. L. SPAULDING,  
Rice Lake, Wls.

## FIRST PRIZE AT FAIR

Dear Sirs and Friends:—Wish you could see our Mastodon loaded with berries and blossoms. Took first prize at Hamburg Fair.

MRS. ALICE FARMSWORTH,  
Collins Center, N. Y.

## DRY SUMMERS DON'T STOP MASTODON

Dear Sirs:—In spite of the long dry Summer, Mastodon held their own and bore quite freely in late Aug. and Sept.

FRANKLIN SAMUELSON,  
Salem, S. Dak.





# You Needn't Just Take Our Word For It

In other parts of this book we try to show and tell you what a wonderful new berry the Mastodon is, but here you see and read what it does for others. Space prevents us from reprinting all the hundreds of letters we receive, therefore, if you do not find your letter reprinted here or elsewhere in this book, you will know why.

(We have letters on file for all these testimonials.)

**FINE FOR MINNESOTA**  
Gentlemen:—Mastodon is the finest everbearing strawberry I ever saw.

A. E. GOULD,  
St. Joseph, Minn.

**BERRIES IN 90 DAYS**  
Dear Sirs:—Mastodon doing well. Had berries 90 days after planting, largest I ever saw. Plants still (Oct. 7) loaded with berries.

F. C. KUEHEN,  
Monico, Wis.

**FOR FAMILY OF FIVE**  
Dear Sirs:—Have had berries twice a week for our family of five since August. They sure are fine.

MRS. J. M. PETER,  
Star City, Ind.

**\$4 TO \$5 PER CRATE**  
Dear Sirs:—My Mastodon are a perfect sight this time of year (Sept. 30). Blossoms, green and ripe berries. Biggest I ever saw. Getting \$4 to \$5 per crate. Buyers come and get them.

E. WIEHL,  
E. LeRoy, Mich.

**HAVE NO EQUAL**  
Dear Sirs:—Mastodon started to blossom and bear in July and have been at it ever since. They have no equal.

MRS. J. B. SMITH,  
Elida, Ohio.

**BERRIES SINCE LAST OF JULY**  
Dear Sirs:—Mastodon have been producing since the last of July. They are sure some berries, believe me.

J. J. OSSENMAKER,  
Detroit, Mich.

**A SURPRISE TO ALL**  
Dear Sirs:—Mastodon sure made a hit around Pequot. Everybody was surprised at the big, nice, sweet berries.

T. A. BROWN,  
Pequot, Minn.

**MASTODON FOR BREAKFAST**  
Gentlemen:—Only 100 plants but manage to get three generous dishes for each breakfast.

L. P. DeCLAIRE,  
Clawson, Mich.

**BEARING IN 90 DAYS**  
Sirs:—Mastodon grew wonderfully and began to bear in 90 days and have borne constantly ever since.

W. E. WHITE,  
New Holland, Ill.

**60 TO 80 BERRIES PER PLANT**  
Dear Sirs:—My Mastodon have been set five months and we have been having berries since the last of Aug. The best plants have 60 to 80 buds, blossoms and berries.

F. O. WOODHOUSE,  
Roseburg, Wash.

**BERRIES SINCE AUG. 15th.**  
Gentlemen:—Mastodon are the greatest everbearer I've seen. Started bearing Aug. 15 and are still at it (Oct. 14). Today we picked 8 qts. of the finest berries I ever seen. Plants still loaded with ripe and green berries.

C. A. BAARLEY,  
Ellsworth, Wis.

**BERRIES UNTIL XMAS TIME**  
Gentlemen:—Still picking Mastodon Oct. 29th, and there are still lots of them, green berries and blossoms. Would have berries up to Xmas if the frost would hold off.

LOUIS JOHNSON,  
Grassflat, Pa.

**WE HAVE BERRIES REGULARLY**  
Gentlemen:—Mastodon berries are of good size and much sweeter than Spring berries. We have berries regularly and expect to have them until frost. The pleasure of having berries all Summer is almost too good to be true.

J. L. INGLEHEART,  
Evansville, Ind.

**BERRIES UNTIL NOV. 5th**  
Dear Sirs:—Mastodon are sure fine. Very hot and dry during Sept., but they bore right along up 'til it froze up Nov. 5th.

JOE HABERLE,  
Midland, Mich.

**SURPRISES NEIGHBORS**  
Dear Sirs:—People are surprised to see fruit so large and beautiful this time of year (Oct. 12). Sold \$20 worth of berries in Sept. Thanks to the Mastodon.

W. B. JONES,  
Waynesboro, Pa.

**BERRIES NICE AND LARGE**  
Respected Sirs:—Mastodon have been marvelous. Far beyond our expectations. Yields have been very good and berries nice and large.

SISTER M. MARTINA,  
Tiffin, O.



F. O. Woodhouse  
Roseburg, Wash.



Mr. & Mrs. C. A. Baarley,  
Ellsworth, Wis.



Louis Johnson,  
Grassflat, Pa.



J. L. Ingleheart,  
Evansville, Ind.



Wm. H. Matthews,  
Chicago.



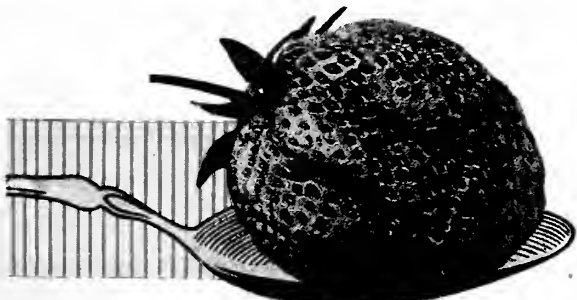
Joe Haberle,  
Midland, Mich.



W. B. Jones,  
Waynesboro, Pa.



Sister M. Martina,  
Tiffin, Ohio





# NOW You Can Have Fresh Strawberries To Eat Or Sell All Summer • Mastodon Will Do It

## Under Field or Garden Culture

*It's Easy to Grow Them*

**No Special Soil or Care Is Necessary**



**Mastodons Means—** Acres of Big, Delicious Berries all during the Growing Season

Any soil, except muck, which grows good crops of potatoes, beans, corn, oats or garden crops will grow Mastodon. They do not require an "awfully rich" soil, as some people suppose. Mastodon do better on just a common soil with medium fertility. And they should be cared for just like any strawberry. They are very hardy and will stand more dry, hot, cold or wet weather than any other variety and then come on, when favorable weather overtakes them, and develops their large crops of big berries. If frost kills the blossoms in the Spring, another set will come right on and you'll have a crop of berries anyway.

### A Proven Success

In discussing the possibilities of the Mastodon, we want you to know we have fruited this variety on a larger commercial scale than any other concern. (See pages 8 and 9). And our experience is supplemented by the country's leading Horticulturists, State Experiment Stations and commercial growers. For instance:—

Prof. V. R. Gardner, Horticultural Dept., Michigan State College—

"The Mastodon is the most promising variety of the everbearing type that has thus far been tested out in our experimental plots. This variety can be recommended for home use or commercial trial wherever fall bearing type is desired."

Prof. H. C. Abbott, University of South Dakota—

"They are the best in the everbearing varieties I have tried."

Prof. S. W. Fletcher, Horticultural Dept., Pennsylvania State College—

"It has been one of the most dependable and productive of the everbearers, and has yielded a heavy Spring crop."

Prof. O. C. Roberts, Instructor, Massachusetts Agricultural College, Amherst, Mass.—

"Of all the everbearing varieties we have in our test plots, Mastodon unquestionably shows a marked superiority both in size of fruit and its ability to produce plants. Mastodon is the most promising everbearer I have seen."

Prof. G. B. Slate, Assistant at Geneva State Experiment Station, Geneva, N. Y.—

"I consider it well worth of trial, especially as a fall-bearing sort."

Mastodon can be grown so easily that it seems a waste of one's time to bother nowadays with the one-crop varieties when you can get two crops with it in the same time you used to get but one, and then a third one during second Summer and Fall.

Those who have grown Mastodon find it so little trouble to have berries all summer, that they are wanting more plants than ever. They have "tried out" the variety and found it wonderful. (See bottom of this page; also 10 and 11).

### Customers Want More This Year

Commercial growers and experimenters who ordered a few Mastodon plants last year to "try them out" are ordering thousands this year for they have found the Mastodon to be a successful, profitable variety.

There's Mr. J. A. Dussault, of Dayton, O., who had 2,000 last year and wants 15,000 this Spring.

Mr. V. H. Canny—Winslow, Ariz., tried out 100 Mastodon last year and is now wanting 10,000.

Mr. J. E. Gillespie, at Chambersburg, Pa., tried out 100 last year and he is asking us to save him 3,000 this Spring.

And Prof. C. E. Baker, at Purdue, Ind., wrote us in part—

"It (Mastodon) appears to be the outstanding fall-bearing variety and we are glad to report that several large plantings of Mastodon are being made in Indiana."

### Others Buy Heavy

Another reliable indication that Mastodon has made good is in the "wants" we received from other nurseries. Last year we supplied some of the large Nurseries and Seed Houses with our Mastodon and they are coming back this year with orders far twice as many plants. Looks like everybody who "tried out" Mastodon last year is wanting many more this year.

Mastodon is beyond the experimental stage. Its everbearing characteristics are beyond doubt—as fixed as the breed characteristics of a Jersey cow or a White Leghorn hen.

#### A SURPRISE COMING

Gentlemen:—Anyone who can secure Mastodon plants has a delightful surprise in store.

J. D. OLIVER,  
Oliver Chilled Plow Works,  
South Bend, Ind.

#### FINE FLAVOR

Gentlemen:—Mastodon are wonderful berries with a fine flavor.

H. E. STEPHENS,  
Ft. Wayne, Ind.

#### A WONDERFUL BERRY

Dear Sirs:—Mastodon is the best berry I've ever grown; certainly wonderful.

H. E. HOUGHTON,  
Flint, Mich.

#### STANDS DROUGHT

Dear Sirs:—Mastodon stands the drought better than any strawberry I ever tried.

F. W. FITZGERALD,  
Bellevue, Mich.

#### BORE FROM AUG. TO NOV.

Dear Sirs:—Picked berries from my Mastodon from Aug. to Nov. 3rd. Greatly surprised at their growth and yields.

MRS. J. B. SMITH,  
Elletts, Ohio.

#### PLENTY BERRIES

Gentlemen:—have had all the berries we cared to eat from our Mastodon. Wonderful producers.

H. G. FEYDT,

#### BOTH BERRIES AND PLANTS

Gents:—Have the finest lot of berries I ever did see and a lot of young plants, too.

A. J. WELTY,  
Winona, Minn.

#### 350 QTS. FROM 300 PLANTS

Gentlemen:—From 300 Mastodon plants set in April, I picked 350 boxes of fine berries by Nov. 10th. Picked about the same amount the second Summer up to Nov.

R. R. PEMBER,  
Anaheim, Calif.



MASTODON READY FOR MARKET ("Red," who did packing for us, is shown here, also see him at bottom of page with two of our best pickers.)

# We "Take Our Own Medicine"

When We Tell You That You Can Make Money With Mastodons, We Back It Up With Our Own Experiences

Five years ago we started with 3,700 Mastodon plants which we purchased from the original stock at a wholesale cost of \$75.00 per thousand. These plants demonstrated what a wonderful berry the Mastodon was, so the next year we set all the plants we grew ourselves and purchased several thousands from the original stock again at \$60 to \$75 per thousand. Every year since we have increased our acreage and now are the world's largest growers of the Mastodon, "the King of All Strawberries." Not only have we grown Mastodon on a commercial scale, but grow them in our garden every year also.



## 40 to 60 Cases Daily

This in part is what one of our leading county papers had to say in their November 3rd issue:

**"Keith Bros. Still Picking Strawberries. "40 to 60 Cases Shipped Daily**

More Quarts If No Freeze

"The mild Fall weather we have been having lately has been playing into the hands of the Keith Bros. Nursery at Sawyer. They have been shipping from 40 to 60 cases of large, juicy Mastodon Strawberries every day all this week.

"The Keith brothers, better known as "Bud" and "Bert," the Strawberry Twins," are to be commended upon their success with this new variety. They are the largest growers of Mastodon in the State, having over 30 acres in one field.

"If freezing weather holds off for a few more days, something like 8,000 more quarts can be picked. The Mastodon is truly a marvelous berry."

**\$216 per Acre per Day in September**

We set our plants in April, and by the 11th to 22nd of July, we begin to harvest berries. Of course the first pickings are small, but by the first of August we get about 80 quarts per acre per week. By the last of August the yields have come up to 320 quarts and by the middle of September we have picked as high as 576 quarts per acre at one picking. This one picking brought us \$216, the berries selling for \$6.00 per crate (16 qts.). October yields are generally about like those in August. However, the yields this year (1927), during the last week in October (See picture below) and the first few days in November were exceptional, being as high as 352 quarts per acre per day and selling for \$99.



This picture was taken last day of October. We picked 880 qts. that day from about 2½ acres of our large 30-acre field of Mastodon shown in background



# No Special Soil Or Care Is Required To Successfully Grow The Mastodon



## Simple and Easy Directions for Planting, Cultivating and Growing the Mastodon



Select a medium rich, moist soil, preferably sandy loam, and prepare same as far in advance of planting as possible by first applying stable manure 15 to 20 wagon loads per acre (4 to 5 bushels per square rod). The manure should be hoed or disked into the top layers of the soil before it is spaded or plowed under. Depth of plowing 6 to 8 inches. After plowing, while the ground is still rough, apply 7 to 10 loads of manure per acre (2 to 3 bushels per sq. rod). This will work into the soil in smoothing same for planting.

Where barnyard manure is not available, use a 4-10 commercial fertilizer, 1500 to 2000 pounds per acre (10 to 12 pounds per sq. rod). Apply  $\frac{1}{3}$  before harrowing,  $\frac{1}{3}$  shortly after plants are set and  $\frac{1}{3}$  ninety days later. Don't place fertilizer in the holes or under the plants at planting time. Scatter it between the rows 4 inches from plants.

Set the plants as early as possible,—say early-garden time up to corn-planting time. Space the rows 24 to 30 inches apart for garden and 36 inches in field culture, spacing the plants in each case 16 inches in the rows. Set them so the top of the crown, or bud, is just even with the surface of the ground and pack the soil very firmly about the roots. Use a common spade to make the V-shaped hole.

Keep the first set of blossoms picked off. Others will come on shortly thereafter and develop into ripe berries in less than 100 days from the time you set the plants. Mastodon has perfect blossoms and need no other variety to fertilize them.

Start cultivating and hoeing shortly after planting and after every rain to keep the soil from becoming hard.  $2\frac{1}{2}$  inches deep is about right, no deeper.

### THIS BOOK FREE

We call it "Keith's Ways to Successful Berry Culture." It is our way, and customers find it very helpful and easy to follow. It is just what you need to successfully grow small fruits. It may save you lots of unnecessary steps in growing strawberries and other small fruits for greatest yields and profits.

It covers the selection and preparation of the soil—the methods and systems of planting—the care of plants before and after planting—proper cultivation, training, mulching, etc. You will find it very useful and helpful. We feel obligated to supply our customers with this useful information in order that the plants we send them may have the best of care. It is sent you free as soon as your order reaches our office.



This Book Has Helped Many Beginners to Grow Big Crops of Berries. It's Free to Every Customer

## Read These Suggestions

1. Set the plants early in well prepared soil, preferably a rich, moist, cool, sandy loam.
2. Prepare the soil as far as possible in advance of setting the plants.
3. Set the plants early—when you make early garden up to corn-planting time.
4. Set plants carefully. Poorly set plants cannot do their best for you.
5. At no time should the plants be in want for water or food—don't let them "cry for something to eat and drink."
6. Keep the blossoms picked off for 30 days after plants are set, then allow them to form and develop into berries. From blossom to ripe berry takes about 30 days.
7. Cultivate or mulch the soil so that it is always mellow, moist and free from weeds. Irrigate where possible.
8. All manure or commercial fertilizer should be thoroughly mixed with the soil. Avoid layers and lumps of it through the soil or in the bottom of the furrow. Don't place them in holes when plants are set. It will burn the roots.

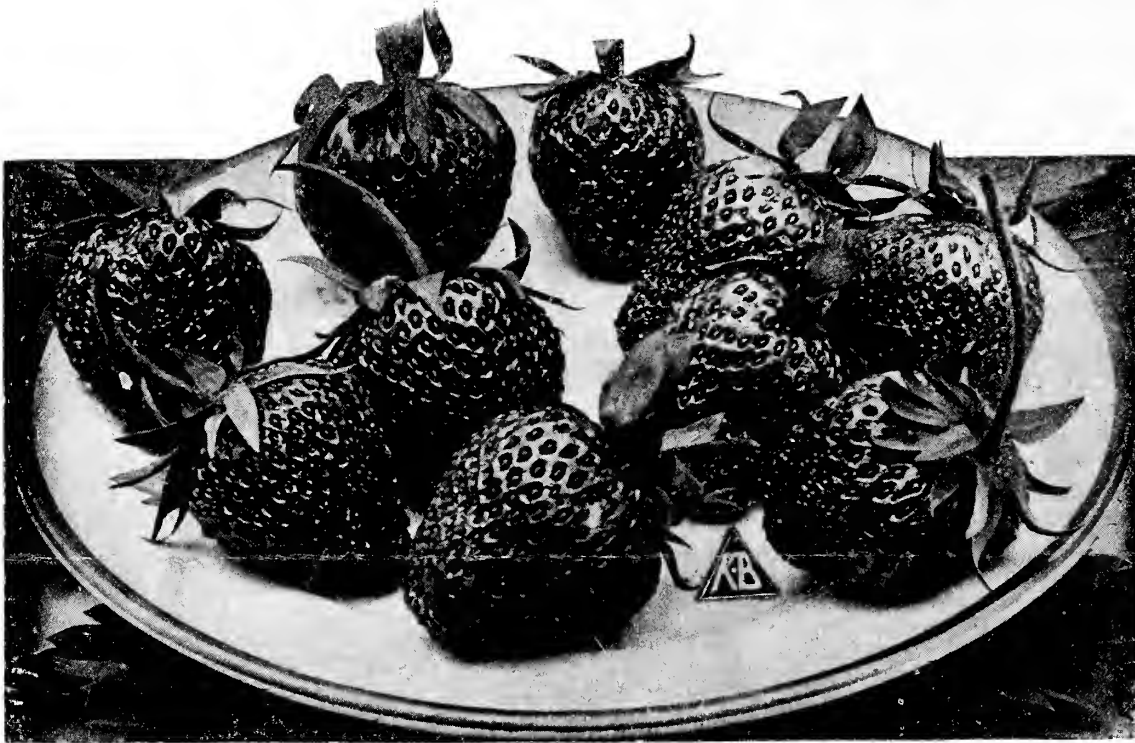


Side view of a Mastodon row showing how they blossom and bear three large crops of big berries

# Keith's Ideal

## Bears Ten Months

*Here Are Four of Our  
Reliable, Profitable, Heavy Yielders*  
**Premier [Early]—Gibson [Midseason]—**



Premier

**H**ERE IS A COMBINATION which is hard to beat for garden or field culture. It will give you plenty of berries over the longest possible period. Not only over a long period in the Spring, but also during two Summers and two Falls. You can have fresh berries **Ten Months Out of Eighteen** with this combination.

**THE MASTODON** will begin to ripen its berries within 90 days after you set the plants and continue with its yields of big berries until cold freezing weather. (Just when this will be depends upon your Climate.) It will bear the next Spring also.

### Premier (Per.)—Early

Earliest of the Early Varieties

This variety is identical with Howard 17, by which name it is best known in Eastern sections.

All fruit men and leading Horticulturists now admit that Premier is the best of all early strawberries. Its berries are large, medium dark red, and a rich strawberry flavor, red to the core and very firm.

It's a very heavy fruiter and the berries don't run small toward the end of the season. It's worth twice as much as many other early strawberries as a commercial or garden berry and it will bring the highest price of any berry on any market.

Premier is being planted most exclusively in this great berry section as an extra early variety, because of the high price the berries always bring and because it withstands frost better than other varieties. It has no great fear for Jack Frost. We recommend this variety most highly to all our customers and will guarantee our Premier plants to be genuine, to grow and satisfy. In our New-Land soil, Premier plants make a wonderful growth and are the most valuable and dependable for you to set.

Price, \$6.50 per 1000.

### Gibson (Per.)—Midseason

A Real, Reliable Berry

The heaviest yielding variety we offer. We have picked Gibson at the rate of 7,260 quarts per acre per one day's picking.

Its berries are large, firm, well colored, medium dark red, holding

their size to the end of the season. Fine for home or market use. Plants are hardy, vigorous and form a wide row. Gibson is the best money maker and "all around" berry in spring varieties.

Gibson is a favorite among commercial growers and gardeners. It's their main variety, because:

Healthy, strong grower; does well in any soil except muck; plants very hardy, deep rooted.

Very productive, from California to Maine. Some of the largest yields are made by Gibson. Price, \$4.75 per 1000.



Gibson

#### \$126.80 FROM 1,000 PLANTS

Mr. Elliott sold over \$126.80 from 1000 Gibson plants. Costing only \$5.00, and Mr. Quinlick of Trenton, Ohio, sold \$56.00 in berries from 300 of our Gibson plants.

L. E. ELIJOTT, Paistline, Ind.

#### \$18.45 BROUGHT \$464.40

"Gentlemen:—From the 3,250 plants I purchased from you for \$18.45, I sold \$464.40 in berries besides supplying our three families with 180 quarts (\$45.00), making \$509.40 from a little over one-third acre of ground."

CHAS. I. LEACH, Ashland, Pa.

# Combination • •

## Out of Eighteen

*Tried and Proven Winners  
of Large, Sweet, Beautiful Berries*

**Pearl [Late]—Mastodon [Everbearing • Early]**

THEN, THE NEXT SPRING you will have all four of the varieties bearing with Mastodon and Premier for early, Gibson midseason, and Pearl late. This makes your second crop from this "Ideal Combination." These four varieties will give you berries over the longest possible spring strawberry period.

AFTER THIS Spring crop is over, the Mastodon will take a few days' rest and begin to blossom and produce its third crop of berries in late August and continue until cold freezing weather the second Fall. This makes your three crops of berries within eighteen months after you set the plants.

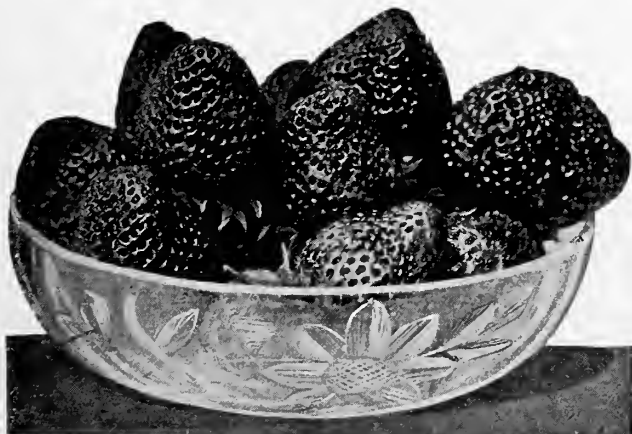


Pearl

**Pearl (Per.)—Late**

*The Latest of Late Varieties*

The Pearl is a very late berry, coming into fruiting before the Aroma stops and extending much longer. Growers take Pearl to market after all other varieties are gone and receive fancy prices for them. It blossoms late and often escapes frosts that wipe out the earlier varieties. The berries are dark red, very firm, large and will remain in good condition longer than most varieties. Pearl produces a heavy crop of large berries when planted in a rich strawberry soil. Give them plenty to "eat and drink" and they will produce a big yield of large, late berries.  
Price, \$8.00 per 1,000.



Mastodon

### Our Radio Programme

From the leading Radio Stations we will broadcast our Strawberry talks. You will find the full programme inclosed in this catalogue. Don't miss these instructive talks.

**Mastodon(Per.)**

*Everbearing and Early*

This variety is so thoroughly illustrated and described in the forepart of this book and on page 19 that it's hardly necessary to mention anything further here other than the following: (See prices on page 23.)

"The Mastodon plants are bearing heavy since August 15th. Real large berries of excellent flavor."

BERT GOVIER—Fennimore, Wis.

"Mastodon plants are doing fine, fruiting fine. Have been picking some big, nice berries."

J. A. JOHNSON, Morris, Ill.

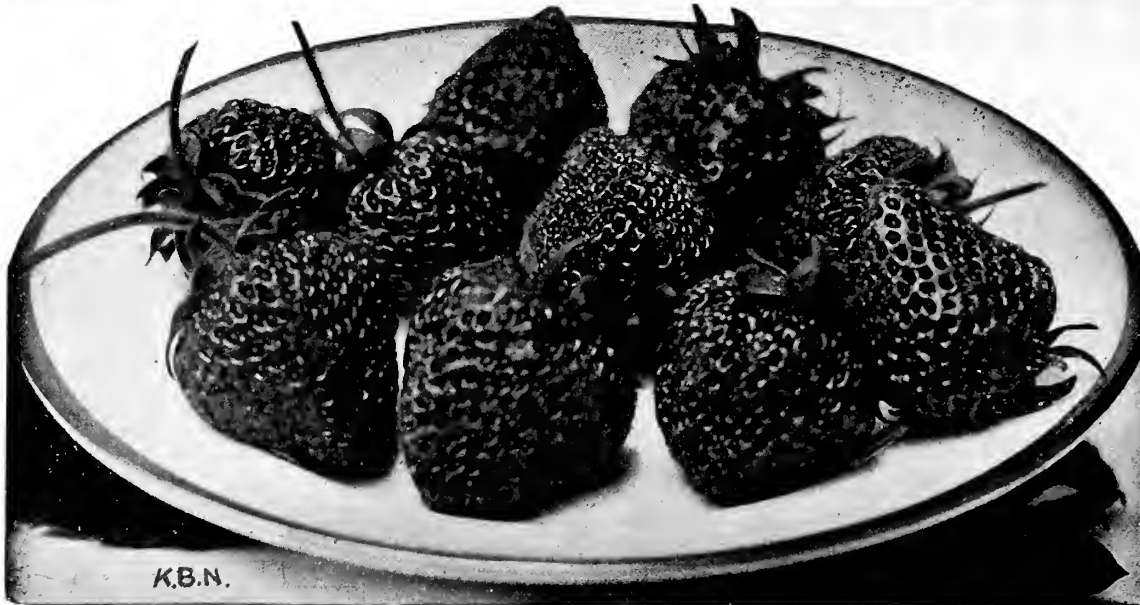
"The Mastodon have done wonderful. We are now (Sept. 10) picking many nice, large, good-lasting berries."

G. F. WENGER, Denver, Colo.

"The Mastodon are simply delicious and very large."

J. J. CARDOZA,  
N. Westport, Mass.





K.B.N.

Senator Dunlap

## Senator Dunlap (Per.)—Early

The old reliable early berry. Grows well everywhere and an ideal variety for beginners or garden culture.

Large, uniform berries, very firm, dark red, juicy, with a sweet, rich strawberry flavor. Just the berry for shortcakes, desserts, canning, preserves, jellies.

We never find a customer disappointed in Dunlap.

The plants make a good, wide picking row, which insures big, bumper crops.

Price, \$4.50 per 1,000.



## Dr. Burrill (Per.) The "Million Dollar Berry"

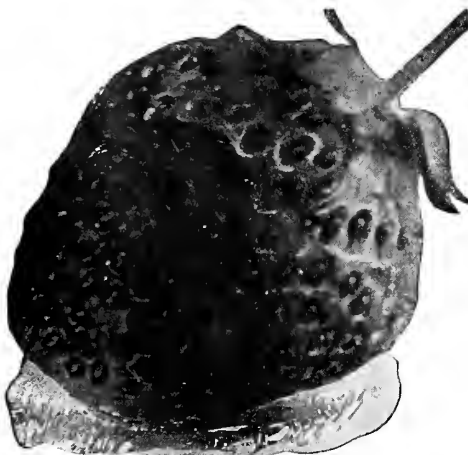
Dr. Burrill is very similar to the Senator Dunlap and we cannot see enough difference to be of note, and are offering both varieties at the same price. We have found Dr. Burrill to be a very good early variety and in some instances out-yielding the Dunlap. Price, \$4.50 per 1,000.

## Cooper (Per.) The Biggest Berry Grown Giant of the Strawberry Family

Cooper is certainly a big one and it is just as sweet and good as it is big.

Strawberry lovers have been waiting for a big berry that was productive, sweet, well-flavored, and attractive. Now they have it in the Cooper. It fills "the bill," fills the quarts and fills the pocket book wherever it is grown. If you want bushels of big, beautiful berries, grow Cooper.

The berries are so large, like our everbearing Mastodon, that 9 of them cover the top of a quart berry box, and eighteen fill the box full. They are a whole mouthful of strawberry sweetness, ripening during midseason along with the Gibson. Cooper also has a very hardy, strong growing plant. It always makes a good, wide picking row of large, thrifty plants. We recommend Cooper very highly for home use, fancy for markets or Roadside markets where there is always a demand for big, fresh berries. Price, \$7.50 per 1,000.



COOPER  
The Biggest Strawberry Grown.  
It's Just as Sweet, Too

One of the varieties you should have in your garden or field, if you want bushels of big, attractive berries. They are simply giants and just as sweet and high'y flavored as they are big.

Even though you do not grow berries commercially, you should have Cooper for table use. They are so big and sweet.

## Aroma (Per.) A Dependable Late Variety

Aroma is a very dependable, late variety. Grown and liked everywhere.

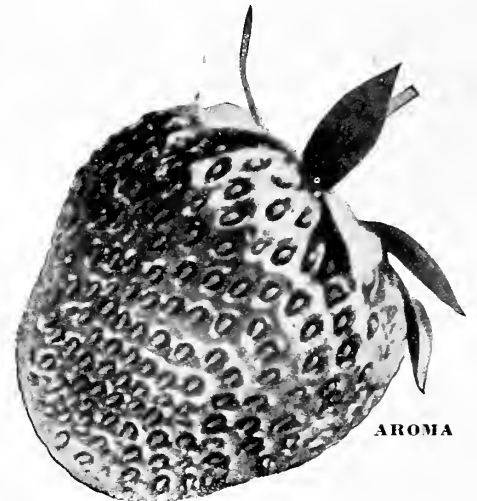
Ripens late, commencing before Cooper and Gibson end, and continues a week to ten days longer. Aroma lengthens your berry season wonderfully.

One of the standard late varieties, grown exclusively in many localities as the only late variety. Will stand lots of rough handling.

Makes a long picking season for you. The plants are hardy and fruit well wherever Dunlap or Gibson are grown.

Aroma berries are very firm, dark red throughout, medium to large, and their good flavor and color hold well after cooking. It is the best all-around late berry.

Price, \$6.50 per 1,000.



AROMA

**NOTICE—** All the varieties of strawberries we list in this catalogue have perfect blossoms and do not have to be planted near others to have their blossoms fertilized. This is shown by the abbreviation "Per." after the variety name.

## Radio Programme

Again we wish to call your attention to our Strawberry Radio Programme. If you haven't a radio set, tell your neighbor who has one and all listen in on these talks. You will hear and learn more than we can possibly give you in this catalogue or any number of letters we might write.

If you care to write us after any of the "talks," please mention that you have one of our catalogues. We already have your name on our list and desire not to have it appear again, because it would mean a duplication of catalogues and all other material we send out. If any of your friends haven't received our catalogue and would like one, have them send in their names.

We will be broadcasting from the leading Radio Stations such as follows:—

KYW—Chicago, Ill.  
WHT—Chicago, Ill.  
KDKA—Pittsburgh, Pa.  
WBZ—Springfield, Mass.  
WJR—Detroit, Mich.

WCCO—Minneapolis, Minn.  
WOW—Omaha, Nebr.  
KMOX—St. Louis, Mo.  
WLW—Cincinnati, O.  
WOC—Davenport, Ia.



# CHAMPION

## *A Highly Flavored Everbearing Variety*

Champion is a good standard everbearer with berries resembling the Senator Dunlap which is one of its parents.

It is a very good reliable variety. Berry sweet, dark red, medium large. They have a tendency to "run small" if the plants are not amply supplied with food and water.

Under average conditions they will make a good wide plant row. Price, \$15.00 per 1,000.

## MASTODON (*Per.*) Everbearing

The Mastodon is fully described and illustrated in the forefront of this book. It has perfect blossoms and will fruit when planted alone.



CHAMPION (Everbearing)

## KEITH'S Black Raspberry

**Twice Government Inspected**

*Good Plants like these are Scarce this year!*

(See page 23 for prices)

NOW is the time to grow raspberries for big money. Acreage is being cut down and growers are going out of business because of their diseased patches. The demand for berries right here in this great berry region is high. Those growers who stick certainly coin the money. There aren't near enough people growing raspberries. Get started this year with our guaranteed, disease free stock.

## Here's What You Get—

- 1** THEY WILL BE FRESHLY DUG this Spring, carefully packed and sent direct to you. We use no storage plants.
- 2** KEITH'S PLANTS ARE DISEASE FREE. They are "certified" plants having passed a very rigid double inspection by very careful State Inspectors who went up one row and down another over our whole acreage (See page 22.) This is the kind of rigid inspection our Raspberry plants have passed. We refer you to our State Nursery Inspector at Lansing, Mich.
- 3** WE GROW OUR PLANTS in an ideal Raspberry soil. A well-drained, highly-enriched sandy loam in which plants make a wonderful root growth. No water-soaked soil around the roots of Keith's Raspberry plants during winter or spring.
- 4** POWER SPRAYERS ARE USED in keeping Keith's plants healthy. When you get Keith's Raspberry plants you know you are getting those which have been grown right. They are sure the best for planting this Spring.

## Cumberland

Is the most reliable, productive, and profitable black raspberry. It is the standard variety set extensively everywhere. Has largest berries of all varieties; perfect in shape, firm, well colored and attractive. Not "seedy" by any means. Canes are hardy throughout the North, standing 16 degrees below zero.

By leaving our raspberry plants in the field undug over Winter, they are kept in the best possible condition, and are fresh and thrifty when dug and shipped direct to you in the spring. Plants like these are much more valuable and capable of making better growths for you than storage plants. Price, \$18.00 per 1,000.

If you are wanting other varieties of Black Raspberries, write us. We have a few in other varieties, but not enough to list.

Owing to the general prevailing weather conditions after May 1st, we cannot guarantee raspberry plants (Reds or Blacks) to reach customers in the best of condition. Therefore, it would be best to have your raspberry plants shipped before this date even though you had to heel them in until ready for planting. We wish to cooperate with our customers in this regard.

## KEITH'S Blackberries

**Save a Whole Year—Have  
Berries this Summer**

(See page 23 for prices)

We offer two grades of Blackberry plants this year—Sucker plants, the common kind offered, which are dug from the fruiting fields. The other grade is two-year Root Cutting Transplants grown especially for plants. These are a much larger plant, many more roots, and will bear fruit this coming August and September. These plants are grown from pieces of fresh, healthy roots, which are placed in shallow trenches and allowed to grow one year into well-rooted plants called Root-Cutting Transplants. Last spring (1927) we took these Root-Cutting plants, reset them in our New-Land soil and grew them another year, and now have some of the largest rooted, well-branched plants which we term Root-Cutting Transplants. They will fruit for you this coming blackberry season, one year ahead of all other Blackberry plants. They will put you one year ahead in Blackberry culture. They cost more than common plants, but they are worth many times more. Compare plants shown in picture.



1. Shows Our Root-Cutting Transplants. Note the enormous fibrous Root System and the well branched top. These plants will fruit for you this coming blackberry season Aug. and Sept.

2. Shows a Sucker Plant. Compare with the plants on each side of it.

**ELDORADO.** The best, hardy Blackberry. Does not winter-kill, canes vigorous, upright, strong, need no winter protection, and heavy producers. Berries, long, large, sweet when ripe, firm, rich, juicy, not "seedy." One-year sucker plants, price, \$15.00 per 1,000. Two-year root-cutting Transplants, price, \$4.00 per 100.

**ALFRED.** "A new berry without a care." The biggest blackberry known. Big, black, glossy berries 1½ to 1¾ inches long, without a core and almost seedless. An Alfred berry is all berry—a mouthful of sweet blackberry. The canes are hardy (need no winter protection), strong, vigorous, and send out heavy producing fruit spurs bearing loads of large giant berries. One-year sucker plants, price, \$40.00 per 1,000; two-year root-cutting Transplants, price \$10.00 per 100.



LATHAM—A new variety replacing all others

## Latham

A new variety originating on the Minnesota State Breeding farm. Prof. Hansen of South Dakota states: "The hardest red raspberry of them all." Prof. Herrick of Ames, Iowa, says: "A superior raspberry in every way," and Prof. Brierly of Minnesota considers Latham "A very good variety for Minnesota." Noted for its large, firm berries. We never saw larger red raspberries. Look in picture above. Two just about fill a teaspoon. Canes very hardy and wonderfully productive. Often bears first Summer, for instance,—last Spring we set 10,000 Latham and picked over \$300 in berries, beginning in July. They were wonderful sellers at our Roadside Stand. Ripen right after the Early King and has a long fruiting season, replacing standard varieties everywhere.

Besides the common sucker plants, we have some Latham Transplants (2-yr. old plants) which will bear heavily this summer. As long as they last we offer them in 12 to 100 lots. Set Latham Transplants and pick beautiful red raspberries all this Summer and next Spring, too. For prices see page 23.

## Grape Plants

### CONCORD (Blue)

The leading commercial Grape. Thrives the best of all blue grapes. The large vineyards of New York, Ohio, Southwestern Michigan are planted with Concord. It's a real money-maker, bringing growers the best returns. Productive and hardy, and will hang on the vines until frost without "shelling." The berries are sweet, the best for Jams, Juices, and Jellies.

It takes only four hundred of Keith's Concord plants to set an acre (set 9x12 ft.) and only one Summer for them to come into fruiting. Make the rows 9 feet apart and space the plants every 12 feet. All this work can be done with horses. Price, see page 23.

### NIAGARA (White)

The leading White Grape. This variety is the best known white grape. The bunches are very compact, large and heavy. The berries are large, sweet with a very pleasing flavor. Price, see page 23.

### MOORE'S EARLY (Black)

The Best Early Grape. Moore's Early resembles the Concord very much but ripens two weeks earlier, thus lengthening your grape season at least two weeks. A hardy, good-growing variety. Survives and produces throughout the North and Middle West. Has a good, sweet, pleasing grape flavor very much like the Concord. Price, see page 23.

### BRIGHTON (Red)

The most desirable of the Red Grapes. Berries large, very sweet and juicy. Ripens early along with Moore's Early. Plant with the Concord and Niagara, and you will have a red-white-and-blue grape arbor. Price, see page 23.

## Keith's Red Raspberries

### Early King—

Ripens early and continues to the end of the raspberry season. The berries do not fall when not picked regularly or after rains.

The canes are strong, upright in growth and do not winter kill. They develop their berries well to the outside of the bushes, making them easy to pick.

The Early King has a medium to large berry, ripens early, 7 to 10 days ahead of Cuthbert, very firm, does not crumble or break apart and is not seedy.

It has a good flavor, velvet red color and does not become soft as soon after being picked as most varieties. None better for home or market use. We highly recommend the Early King. Price, \$18.00 per 1,000.

## Cuthbert

An old reliable variety with remarkably strong canes. Berries very large, rich crimson, very firm and of the best, rich flavor. A very good late variety to set along with Early King. Price, \$20.00 per 1,000.

## St. Regis Everbearing

It ripens in the spring earlier than any red raspberry. It bears berries on the tips of the young shoots all Summer and Fall. These shoots bear paying crops the following spring immediately following strawberry season. The berries are medium in size, have a rich red raspberry flavor, are firm and well-colored with a deep crimson red. Price, see page 23.

## Lucretia Dewberries

*Bigger, Better, Sweeter than  
Blackberries*

The berries are often twice as large as Blackberries, sweeter, no hard cores, consequently sell for more on any market. We consider them much better for home use, especially dessert where the berries are served fresh. They are sweeter. Price, see page 23.

## Asparagus

*Grow your own Asparagus  
One planting lasts a lifetime*

MARTHA WASHINGTON. A new rust resisting variety developed by the U. S. Bureau of Plant Industry, Washington, D. C. Rapid in growth, hardy, vigorous and very productive of long, thick, tender shoots. A wonderful improvement over other varieties and is most exclusively planted for all commercial purposes. Prices on one and two-year plants, see page 23.

PALMETTO. The Old Reliable variety that has stood the test for years. An early rapid grower of tender well-flavored shoots. Hardy. Prices on one and two-year plants, see page 23.

# Keith's Hardy Climbing Roses

**EXCELSA (Red Dorothy Perkins).** Equal to the Crimson Rambler, but free from disease and will not winter-kill. Its foliage is a glossy dark green, and remains so all summer. A remarkably fast grower, covering a porch in a very short time. Flowers in large clusters (See cut) of crimson, tipped with pink. Very double, 30 to 40 on one stem. Hardy everywhere. The greatest Rambler Red Rose. Two-year, 45c; \$1.25 for 3.

**DOROTHY PERKINS, PINK.** A brilliant climber rose. Grows 10 to 15 feet in a season. Does not winter-kill. Flowers very double, shell pink in large clusters of 30 or 40 covering the bush for a long time in spring. Rapid grower. Resembles Excelsa very much. (See cut.) Two-year, 45c; \$1.25 for 3; three-year, 65c; \$1.75 for 3.

**DOROTHY PERKINS, WHITE.** A pure white climbing rose, very rapid grower; foliage dark green and showy. Flowers clear white, borne in great clusters. Absolutely hardy under all conditions. There is no better showy, climbing rose. Two-year, 50c; \$1.40 for 3.

**PAUL'S SCARLET CLIMBER.** A new, hardy, climbing, scarlet red rose. Awarded the gold medal by the National Rose Society for its beauty, long blooming period and hardiness. Also won other prizes—Gold Medal, Bagatelle Gardens; Award of Merit, Royal Horticultural Society; Cory Cup for Best British Climbing Rose. That's some record. Paul's Scarlet Climber is a new one, but is sure becoming the most popular climbing rose and your rose collection isn't complete without it. It is a mass of scarlet roses at blooming time which lasts from two to four weeks, and they do not fade in color during this time. Price, two-year plants, 60c; \$1.50 for 3; \$4.50 for 10.

**GARDENIA, YELLOW RAMBLER.** This climbing yellow rose is a sister to Dorothy Perkins. The foliage is dark green, disease free. Buds golden yellow, very attractive. A very dependable climbing rose. Price, two-year plants, 50c each; \$1.40 for 3; \$4.00 per 10.



"Boka" of Excelsa (Red)

## Ornamental Shrubs and Flowers

**JAPANESE BARBERRY.** Much used for hedges along walks, etc. Grows 18 to 24 inches high. Leaves dark attractive green, turning to a showy fire-red in Fall. Hardy, rapid grower, free from disease. 2-year Bushes for only 25c each.

**NEW RED-LEAVED JAPANESE BARBERRY.** Similar in all respects to the common Japanese Barberry mentioned above, but its leaves are of rich, bronzy red, becoming more brilliant. In the late Summer and Fall it is simply gorgeous. per bush, 75c; 3 for \$1.90; 10 for \$6.00.

**SPIREA VAN HOUTTE.** Often called "Bridal Wreath." The best of all spiraea, masses of white flowers all over the drooping branches in June. Two-year, well-developed, 40c; 3 for \$1.00; 10 for \$3.00. Older bushes quoted on application.

**SPIREA BILLIARDII.** Has long, plume-like rose pink flower clusters at tip of shoots. Blooms nearly all summer. Used for cut flowers or decorating. Grows 3 to 4 feet high; makes a fine hedge. Thrives well everywhere. Bushes that will bloom this Summer. Two-year, fine bushes only 35c; 3 for 90c; 10 for \$2.00.

**GOLDEN BELL.** Blooms earliest of all shrubs in Spring. Clusters of yellow bell-shaped flowers up and down stems, making bush appear like a yellow mass of flowers. Showy for early Spring flowers. Extra large 3-year bushes, 50c each; 3 for \$1.35.

**DEUTZIA CRENATA.** A beautiful double white

flowered shrub flushed with pink. The dainty bell-shaped flowers appear thickly along the branches in June. A beautiful shrub much used. Grows 5 feet high. Two-year, 40c each; 3 for \$1.00.

**DEUTZIA PRIDE OF ROCHESTER.** Much like the above, but flowers pure white. Bush neat and shapely, 5 to 6 feet tall. Fine bush for any planting. Two-year, 40c each; 3 for \$1.00.

**ALTHEA (Purple).** Known as Rose of Sharon. One of the few flowers that bloom in August. Upright in growth, 4 to 5 feet, making a showy plant. Fine for hedge planting. Two-year plants, 50c each; 3 for \$1.25.

**WEIGELA ROSEA.** Masses of trumpet-shaped rose-pink flowers along the stems in spring. A beautiful shrub, growing four feet high—as the beautiful Bridal Wreath Spirea but of rose-pink color instead of white. Three-year large plants, 75c each; 3 for \$2.00.

**HYDRANGEA (Large Flowered).** One of the few shrubs that bloom in August and the flower clusters remain on until snow comes. First they are snowy white, then turn to pink, then to reddish bronze, and will retain their color all winter in bouquets in your home. You would have to pay twice what we ask for plants like these if purchased from agents or dealers. Buy direct from us and save money. Price, 2-year plants, 50c; 3 for \$1.35; 10 for \$4.00. 3-year plants, 75c; 3 for \$1.90; 10 for \$6.00. Our 3-year plants will blossom this year.



Large-Flowered Hydrangea

## Hedge Plants

**ARMOUR RIVER PRIVET.** Hardy Northern Privet. Stands northern winters. Most used everywhere for hedges. Two-year bushes, 15c each; 3 for 40c; 10 for \$1.00.

**LODENSE PRIVET.** A new hedge plant much like the common privet but growing only 12 inches high. A very pretty dense hedge plant for a long walk, drives, etc. Two-year plants, 45c each, 3 for \$1.00.

**JAPANESE BARBERRY**—(See above.)

## Vines

**HALL'S JAPAN SWEET-SCENTED HONEYSUCKLE (Vine).** Rapid grower, very hardy, does well in partial shade. Leaves waxy, dark green, hanging on all winter. Flowers very fragrant, first white, then turning creamy yellow. Two-year, 40c each, 3 for \$1.00, 10 for \$2.50; one-year layer plants, a good buy, 15c each, 5 for 50c.

**CLEMATIS PANICULATA (Sweet-scented Japan Clematis).** Good climber, fast, dense grower. Flowers medium size, very fragrant, pure white in immense clusters. Blossoms in August and September. Price, two-year vines, 50c; 3 for \$1.35.

**TRUMPET VINE.** A twining vine, fine for trellis or pergolas. Flowers long, trumpet shape, in clusters. Will climb to great height. Price, 50c each; 3 for \$1.35.

## Keith's Fancy Dahlias and Gladioli at Bargain Prices

(READ THIS PLEASE)

FOR the past three years we have been growing fancy dahlia blooms to sell at our Roadside Stand. We grow the most beautiful, attractive blooms—those which sell the best because of their size and beautiful color. Some of these varieties cost us as high as \$2.50 a root wholesale. We sure have some nice ones. One root of any variety is sufficient for one big bush. Here they are:

Notice: Those marked (\*) have the most attractive flowers, at least they sold the fastest on the field and at our Stand.

**BURLEIGH.** Ball type—perfect ball of red and white striped. Free bloomers. Flowers very quilled. 20c each, 6 for \$1.00.

**EFFECTIVE.** Cactus—bright primrose shaded amber, abundant bloomer. The best for cut flowers. 40c each, 6 for \$2.00.

**\*\*GEO. WALTERS.** Cactus—flowers, gigantic, beautiful salmon-pink shaded to old-gold. Long stems. Best for exhibition or cut flowers. Every visitor we had ordered Geo. Walters. 75c each, 6 for \$4.00.

**\*JANICE ALEXANDER.** Decorative—fine for cut flowers, long stems, a large flower, beautiful shade of pink and white, free bloomer and thrifty grower. Price, 40c.

**\*\*MINA BURGEL.** Decorative—wins the flower lover every time. By far the best red decorative dahlia. A glowing most brilliant scarlet. Large flowers on long stems. Every visitor ordered Mina Burgel right in the field. We know of no better brilliant red-scarlet dahlia. Each 25c, 6 for \$1.00.

**DELICE.** Decorative—the brightest pink in Dahlias. Flowers good size. One of the best for cut flowers. Charming bright rose-pink shaded with lavender-pink. Each, 30c, 6 for \$1.50.

**\*\*JACK ROSE.** Decorative—brilliant shade of crimson-red, same shade as the rose it's named after. Free bloomer, very attractive and one you should certainly have. The flowers are very beautiful—just like dark plush red, and last the longest after cutting—only 25c each, 6 for \$1.00.

**\*ORANGE KING.** Decorative—free, abundant bloomer, rich orange-gold, darker in center. Stem, long, wiry, stiff. One of the best yellows. 65c each, 6 for \$3.50.

**\*QUEEN VICTORIA.** Ball or show Dahlia—pure yellow—round as a ball, free bloomer, large grower. Only 20c, 6 for 75c. A bargain for you in Dahlias.

**UNNAMED DAHLIAS.** In dragging and handling our dahlia roots, tags sometimes get lost or misplaced. We offer these roots at 15c each and they are a bargain for they are from our standard list. Only 15c each; 6 for 80c; 12 for \$1.50.

## Gladioli

The most lasting of all cut flowers. Our Glads are sure to please you. 12 mixed varieties from the best, \$1.00.



# You are Protected by Our Guarantee!

1

WE GUARANTEE our plants to reach you in good growing condition and will replace any that do not, providing you send us at once your express receipt and a signed statement from your express agent showing the loss or damage to plants.

Furthermore, we guarantee our plants to live and grow and will replace FREE any that do not through any fault of ours or the plants, providing the customer pays transportation charges on new shipment and sends in complaint before September first of the year in which plants were purchased.

Furthermore, we guarantee our plants to be first-class in every way, true-to-name, and free from injurious diseases and insects. They are State inspected.



B. H. Keith

B. W. Keith

"THE STRAWBERRY TWINS"

## 2 You Are Protected by State Inspection



Every year State Inspectors go over our fields very thoroughly and grant us the right (See Certificate at right) to sell our plants if they are found worthy. In the picture at the left you will see Mr. Mandenberg, our State Inspector, on the right end of the "gang." Isn't he a "big boy?" Certainly makes us toe the mark. On the left end is Dr. Bennett, national authority on Raspberry diseases. The other boys are deputy inspectors.

### MICHIGAN STATE DEPARTMENT OF AGRICULTURE ORCHARD AND NURSERY INSPECTION

Certificate of Nursery Inspection. No. 558  
THIS IS TO CERTIFY that the Nursery Stock of Keith Bros. Nursery, Sawyer, Michigan, has been examined and found to be apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after Sept. 15, 1928.

HERBERT E. POWELL, Commissioner.

E. C. Mandenberg, In Charge of Orchard and Nursery Inspection.

Bureau of Agricultural Industry, A. C. Carlton, Director.

Lansing, Mich., Aug. 1, 1927.

## 3 You Are Protected by Careful Packing

We are always on the lookout for the best interests of our customers. We do everything possible to have our New-Land plants reach you in good condition. From the time a plant is taken from the ground it is protected so that its roots do not become dry. The plants are packed in wire-bound crates with a special moss (See pictures below) placed around their roots to keep them damp until they reach their destination.

The smaller orders are packed in this special moss, wrapped and tied securely in water-proof paper (See middle picture below). By handling and packing our New-Land plants in this manner, we are sure they will reach our customers in all parts of the

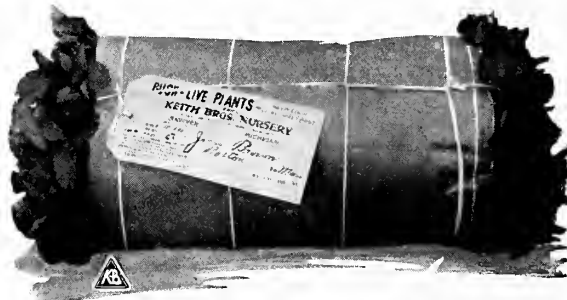
United States and Canada in a good, fresh, growing condition.

For instance—Last year we shipped plants to a customer in Manitoba Canada and he in turn sent them on to England and they arrived in an O.K. condition.

Here's another test—Last season we made a shipment of plants to a customer down in Oklahoma. The man's name was printed wrong and the shipment came back to us a week later. It laid in our Post Office three days before we took it out. These plants were then given to a neighbor, who set them out and 95 per cent grew.



Keith Bros. Special Method of Packing Their New-Land Plants. Note the Use of a Special Moss Over Roots Which Prevents Drying Out. We Go Away up in Wisconsin to Get This Special Moss.



Method of Packing Small Orders. Securely Tied by Heavy Twine. Guaranteed to Reach You Safely.



Different Sizes of Wire-Bound Crates Used. These Crates Can't Be Broken Open in Transit.



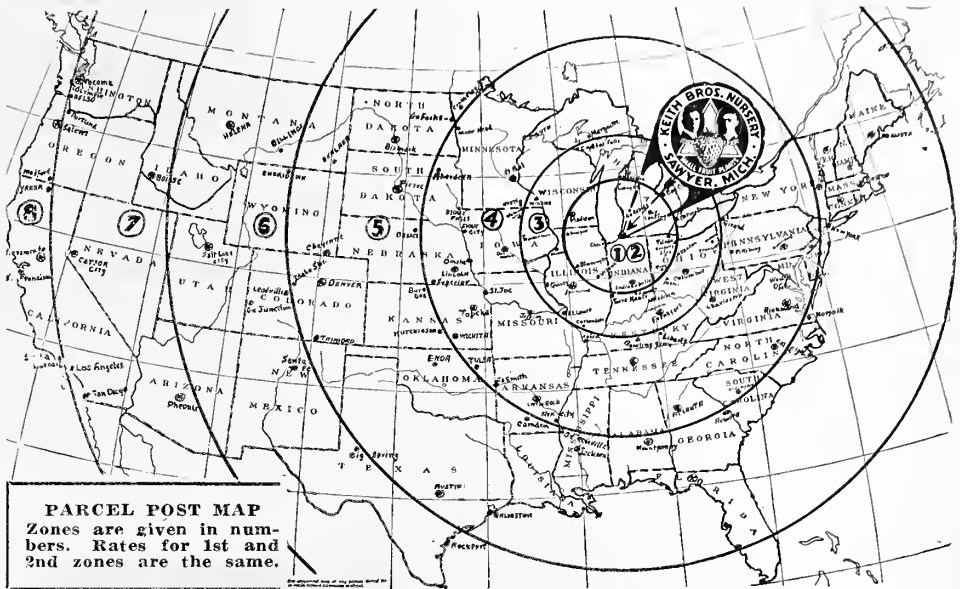
# PARCEL POST SHIPMENTS

Plants you order can be sent you by Parcel Post and come right to your home. Determine what Zone you are in from the Map, and by referring to the table below, you can easily find the postage you should add to the cost of the plants to have them come by Parcel Post. Express rates are cheaper than parcel post on 500 or more strawberry plants outside 4th zone.

The estimated weight of different plants will be found after each variety in the Price List at the bottom on this page. The weight of six shrubs should be figured at 6 pounds,—six Rose bushes as 4 pounds,—six Dahlia roots as 3 pounds, and six Gladioli bulbs as 2 pounds.

Figure Parcel Post Charges from This Chart

Your Zone Plants	Weight of	No. to Multiply Weight of Plants by	The Number to Add
1-2		1	Add 6
3		2	" 6
4		4	" 5
5		6	" 4
6		8	" 3
7		10	" 3
8		12	" 2



PARCEL POST MAP  
Zones are given in numbers. Rates for 1st and 2nd zones are the same.

The following states are wholly within the indicated zones from Sawyer: Connecticut, 5; Louisiana, 5; New Hampshire, 5; Tennessee, 4; Canada, 8; District of Columbia, 4; Massachusetts, 5; Rhode Island, 5; Vermont, 5.

EXAMPLE:—If you live in the 3rd zone and you order plants weighing 5 pounds, figure parcel post this way—5 pounds times 2 is 10; add 6, gives 16c.

If you are in the 6th zone and your order weighs 10½ lbs., figure it as 11 pounds, thus 11 times 8 is 88, add 3, gives 91½c postage.

Fraction of a pound is figured as one pound. For instance—2½ pounds is figured as 3 pounds, 1¼ as 2, etc.

## \$3.50 Strawberry Plants

Our Standard Varieties at "Cut Price" Rates. Through some mistake in the field or packing house, the labels occasionally become lost off crates of strawberry plants, and these plants, although fresh, strong and thrifty, have to be thrown away unless identified. Rather than do this, as valuable and scarce as plants are, we are offering them at "cut price" rates to our customers.

Again, some days there is a surplus dug of some varieties, and rather than hold them over for a time in the packing house, we offer them also at "cut price" rates.

These plants, mentioned above, are from varieties listed in this catalog and are first-class in every way. If you are not particular as to the varieties you plant, these plants are just what you want. We cannot promise to send any one variety, but will label when we can.

25c per 25; 60c per 100; \$1.00 per 200; \$1.25 per 300; \$1.75 per 400; \$3.50 per 1000.

## Information for Customers

**SHIPPING SEASON.** Last of March, sometimes earlier, to the last of May, depending upon weather conditions. Owing to the growth plants begin to take on about May 1st we ask all, who can, to have plants shipped by that time or shortly after. Strawberry plant orders shipped after May 15th travel at customer's risk. We guarantee safe arrival on all before these dates.

**SAFE ARRIVAL, LOSS OR DAMAGE.** We guarantee safe arrival of plants but do not hold ourselves responsible for negligence or rough handling on the part of the transportation company. We will gladly refill orders to the extent of damage or loss providing customer sends a signed statement at once from his Express Agent as to the condition or loss of plants upon arrival. Parcel Post shipments should be insured.

**HOW AND WHEN TO ORDER.**—Use the Order Blank found in the Catalogue and send in your order as soon as possible after the catalogue reaches you.

PLANTS REQUIRED PER ACRE:—		Plants	
Strawberries (for field)	3½ x 1½ ft.	7,900	
Strawberries (for garden)	2½ x 1½ ft.	8,300	
Everbearing Strawberries (for field)	3 x 1½ ft.	11,000	
Everbearing Strawberries (for garden)	2½ x 1½ ft.	13,200	
Black Raspberries	7 x 3½ ft.	1,800	
Red Raspberries	6 x 3 ft.	2,400	
Blackberries	7 x 3½ ft.	1,800	
Grapes (light soils)	8 x 10 ft.	540	
Grapes (heavy soils)	9 x 12 ft.	403	

**REFERENCE:**—Union Banking Co., St. Joseph, Mich.; E. K. Warren & Co., Bankers, Three Oaks, Mich.; Postmaster or Express Agent, Sawyer, Mich.

# PRICE LIST FOR SPRING 1928

On Orders of \$5.00 or more received before March 15th, we allow 5% discount—500 or more of one variety at 1000 rates—Orders for less than \$1.00 will not be booked unless 10c additional be added to the order.

	Weight per 100		Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per
	Plants	Each	6	12	25	50	75	100	200	300	400	1000	5000
STRAWBERRIES													
Aroma	4 lbs.				\$0.40	\$0.65	\$0.90	\$1.15	\$1.75	\$2.50	\$2.90	\$6.50	\$27.50
Cooper	5 lbs.				.50	.75	1.00	1.25	2.00	2.75	3.30	7.50	30.00
Dr. Burrill	3 lbs.				.30	.45	.65	.75	1.20	1.60	2.00	4.50	20.00
Gibson	4 lbs.				.30	.45	.65	.75	1.25	1.70	2.10	4.75	21.50
Pearl	4 lbs.				.50	.80	1.10	1.35	2.10	2.90	3.50	8.00	32.50
Premier	4 lbs.				.40	.65	.90	1.15	1.75	2.50	2.90	6.50	27.50
Sen. Dunlap	3 lbs.				.30	.45	.65	.75	1.20	1.60	2.00	4.50	20.00
EVERBEARING													
Mastodon	6 lbs.				1.00	1.75	2.35	2.85	4.75	6.50	7.75	18.00	75.00
Champion	4 lbs.				.90	1.40	1.90	2.50	4.00	5.50	6.70	15.00	62.50
RED RASPBERRIES													
	Plants												
Early King	3 lbs.				1.20	1.65	2.25	3.00	4.75	6.50	7.60	18.00	
Cuthbert	3 lbs.				1.35	1.85	2.50	3.00	5.25	7.00	8.75	20.00	
Latham 1-yr. sucker plants	3 lbs.			1.25	2.70	3.50	5.00	6.00	10.50	14.00	17.50	40.00	
Latham 2-yr. root cuttings	4 lbs.	1.10	2.00		3.75	5.50	7.60	10.00					
St. Regis (Everbearing)	3 lbs.		.75	1.25	2.10	3.00	3.75	6.50	9.00	11.00	25.00		
BLACK RASPBERRIES													
Cumberland	4 lbs.				1.20	1.65	2.25	3.00	4.75	6.50	7.60	18.00	
BLACKBERRIES													
Eldorado 1-yr.	3 lbs.				1.00	1.40	1.90	2.50	4.00	5.50	6.70	15.00	
Eldorado (root cuttings) 2-yr.	4 lbs.		.90		1.50	2.25	3.25	4.00					
Alfred 1-yr.	3 lbs.		1.25		3.10	3.50	5.00	6.90	10.75	14.50	17.50	40.00	
Alfred (root cuttings) 2-yr.	4 lbs.	1.10	2.00		3.75	5.50	7.60	10.00					
DEWBERRIES													
Lucretia	4 lbs.		.70		1.00	1.40	1.90	2.50	4.00	5.50	6.70	15.00	
ASPARAGUS													
Palmetto 1-yr.	2 lbs.		.30		.50	.80	1.20	1.40	2.10	2.90	3.50	8.00	
Palmetto 2-yr.	3 lbs.		.40		.60	1.00	1.45	1.70	2.65	3.60	4.40	10.00	
Martha Washington 1-yr.	2 lbs.		.40		.60	1.00	1.45	1.70	2.65	3.60	4.40	10.00	
Martha Washington 2-yr.	3 lbs.		.70		1.00	1.40	1.90	2.50	4.00	5.50	6.70	15.00	
GRAPES													
Conecord 1-yr.	6 lbs.	\$0.15	\$0.50	.75	1.25	2.10	3.00	3.75	6.50	9.00	11.00	25.00	
Conecord 2-yr.	8 lbs.	.20	.75	1.25	2.00	3.15	4.40	6.00	9.35	12.85	15.60	35.00	
Conecord 3-yr.	9 lbs.	.35	1.10	2.00	3.75	5.50	7.60	10.00	16.00	22.00	26.75	60.00	
Niagara 1-yr.	6 lbs.	.25	.75	1.25	2.10	3.50	5.00	6.90	10.75	14.50	17.50	40.00	
Niagara 2-yr.	8 lbs.	.35	1.10	2.00	3.75	5.50	7.60	10.00	16.00	22.00	26.75	60.00	
Moore's Early 1-yr.	6 lbs.	.20	.75	1.25	2.10	3.50	5.00	6.90	10.75	14.50	17.50	40.00	
Moore's Early 2-yr8.	8 lbs.	.30	1.10	2.00	3.75	5.50	7.60	10.00	16.00	22.00	26.75	60.00	
Brighton 2-yr.	8 lbs.	.35	2.00	3.75	7.00	12.00							

# STRAWBERRIES <sup>AND</sup> SNOW

*Nothing But Freezing Weather Stops Mastodon*



## *Picking Mastodon at Our Nursery After Snow Fall*

(The large sign is one of those we have to direct buyers to our Roadside Stand)

**M**ASTODON is surely a "full-blooded" everbearing strawberry. It is always bearing. Nothing stops it but freezing weather.

**Set the Plants in the Spring (April or May) :—**

1. Pick berries in 90 days (July or August).
2. Pick berries until freezing weather (November)
3. Pick berries next Spring (May and June) like any strawberry.
4. Pick berries second Summer.
5. Pick berries until freezing weather (November, second Fall).
6. With good care they can be made to bear another season.

